

## Message Text

UNCLASSIFIED

PAGE 01 MELBOU 00535 121154Z  
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----097093 121159Z /14

R 110645Z APR 78  
FM AMCONSUL MELBOURNE  
TO USDOC WASHDC  
AMEMBASSY TOKYO  
INFO SECSTATE WASHDC 4369  
AMEMBASSY CANBERRA  
AMCONSUL SYDNEY  
AMCONSUL BRISBANE  
AMCONSUL PERTH

UNCLAS MELBOURNE 0535

E O 11652 N A  
TAGS BEXP, AS  
SUBJ: FOREIGN BUYER PROGRAM: AUSTRALIAN ATTENDANCE AT U.S. TRADE  
SHOWS

1. POST TOGETHER WITH PAN AMERICAN WORLD AIRWAYS, INC, AMERICAN  
EXPRESS INTERNATIONAL TRAVEL DIVISION, TRANS AUSTRALIA AIRLINES AND  
SEVERAL LOCAL TRADE PUBLICATIONS WILL HEAVILY PROMOTE AUSTRALIAN  
BUYER ATTENDANCE AT THE FOLLOW U.S. TRADE SHOW EVENTS:

A. CHICAGO BOAT SHOW, SEPT 28-OCT 1, 1978, U.S. POWER BOAT  
AND SAIL BOAT SHOW, OCT 6-15, ANNAPOLIS, MD

B. AMERICAN INSTRUMENT AUTOMATION CONFERENCE AND SHOW,  
OCT 16-19, 1978, PHILADELPHIA, PA

C. NATIONAL PACKAGING EXPO, OCT 30-NOV 2, 1978,  
CHICAGO, ILL

D. FOOD AND AIRY EXPO, NOV 5-9, 1978, ANAHEIM, CA

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PAGE 02 MELBOU 00535 121154Z

E. POLLUTION ENGINEERING EXPO AND CONGRESS, NOV 14-16, 1978, HOUSTON  
TX

F. AUTOMOTIVE PARTS AND ACCESSORIES SHOW, NOV 14-16, 1978, CHICAGO,  
ILL

2. WE WILL COMMENCE PROMOTION OF SHOWS 1, B, C, D, AND

E EARLY MAY 1978.

3. URGENTLY REQUEST USDOC TO SUPPLY BACKGROUND INFORMATION FROM ORGANIZERS OF SHOWS 1A AND 1F FOR DESIGN, TEXT AND PRINTING OF LOCAL BROCHURE PLUS ANY COPY AVAILABLE FOR USE IN LOCAL TRADE PUBLICATIONS. REQUEST REPLY VIA TELEGRAM.

4. FOR USTS TOKYO. AS DISCUSSED DURING FBP MEETING MELBOURNE MARCH 16, 1978, WITH SCHMITZ, QUINN, PLEASE INFORM IMMEDIATE AVAILABILITY OF 5000 VISIT USA SHELLFOLDERS AS PREVIOUSLY SUPPLIED TO POST. BECAUSE OF TIME FACTORS UNABLE TO PRODUCE "NEW LOOK BUSINESS TYPE SHELL" FOR THIS PROGRAM.

5. FYI: UNTIL NOW POST HAS ORGANIZED SOLO PROMOTIONS OF DESIGNATED US FBP TRADE SHOWS. OVERALL WE FOUND THAT ATTENDANCE OBTAINED WAS NOT REALLY WORTH THE CONSIDERABLE EFFORT EXPENDED. HENCE OUR DEPARTURE INTO A NEW CONCEPT TOGETHER WITH PANAM, AMEX, TAA, TRADE ORGANIZATIONS AND TRADE PRESS. PLEASE NOTE THIS PROGRAM IS IN PILOT STAGE. RESULTS OBTAINED THIS YEAR WILL DECIDE CONTINUATION OF PROGRAM. CONSTRUCTIVE CRITICISM, SUGGESTIONS, ETC ARE MOST WELCOME.  
POPPL

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NNN

## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
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**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014